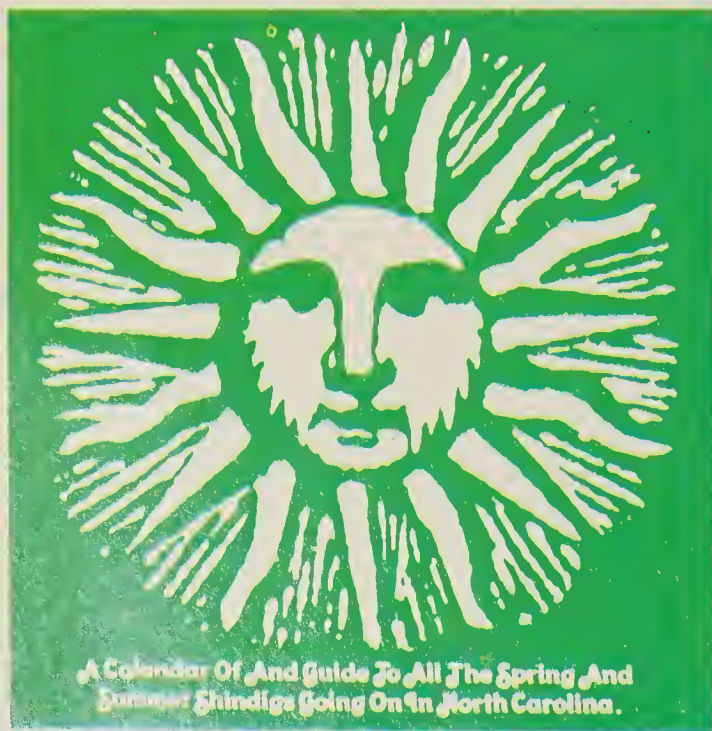


Carolina Country

APRIL 1975



A CALENDAR OF AND GUIDE TO ALL THE SPRING AND SUMMER SHINDIGS GOING ON IN NORTH CAROLINA.



At least 100 times this year, something special will be going on somewhere in North Carolina. Like the Antique Car Show in Franklin. The Hollerin' Contest in Spivey's Corner. The Highland Games on Grandfather Mountain. Or the Lost Colony Outdoor Drama in Manteo. Your EMC has just put together a large, colorful calendar and guide to these and all the other shindigs scheduled this spring and summer. It's a great way to see a lot of North Carolina you have never seen before.

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Carolina Country

Read Monthly in More than 240,000 Homes.
Vol. 7 No. 4 April, 1975

Editorial Offices

3333 North Boulevard
Raleigh, N.C. 27604
Your EMC's Magazine

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Official Publication

North Carolina Electric

Membership Corporation

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This Month . . .

- 6 Profile of Farmville
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- 4 Carolina Homemaker
- 7 Youth Forum
- 10 Watauga Farmer's Market
- 22 Poet's Corner

OVER - Spencer Carter, the writer-photographer who's preparing the "Carolina Country towns" profiles for us, captured this view of the moon, framed by the branches of a pine tree near Farmville. That Pitt County town is the subject of this month's profile.

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A Matter of Perspective

The nation's current economic woes seem to defy definition. Even the most learned economists can't agree on how to pigeon-hole a situation with both soaring inflation and rampant unemployment. Some say we're having a recession, while others believe it's a small-scale depression.

Your definition depends on your point of view. You may consider it a recession because you're having trouble making ends meet, but your neighbor calls it a depression because he lost his job.

However you view the situation, your perspective is shaded to some extent by your memory and experience. If, for example, you lived through the Great Depression with its intense poverty, deprivation and misery you have a much different perspective on today's "hard times" than those who have no first-hand knowledge of that era.

It may seem hard to believe, but the majority of Americans today have no memory of the Depression. A recent national survey showed that 64 per cent of the people in the U.S. were not living during the Depression.

So most of us are like the young *Carolina Country* reader who wrote to the magazine recently about her father's recollections of those lean years. In his view, she wrote, our current problems pale by comparison with the difficulties brought on by the Depression.

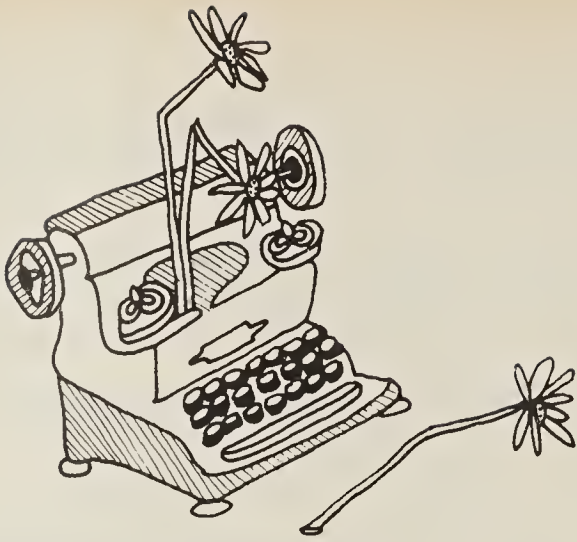
She can write about those times, having learned about them from her family and her teachers and from books, magazines and films. But she can never share her father's awesome definition of a depression because she has never known the kind of economic hardship which is an essential part of his concept of a depression.

Most of us have become so accustomed to uninterrupted economic prosperity that we expect it as our birthright — and we recoil in anger at the conditions which are now threatening to deprive us of our fair share of the American Dream, even temporarily.

We cannot alter our experience or the perspective it has given us, but we can learn from the experiences of others.

Those who lived through the Great Depression proved there is no loss of dignity in doing without, no inherent shame in living simply and no treason in teaching that more may not always be better.

Owen Bishop



rural electric Notebook

A STRIKING COMPARISON

Across North Carolina, consumers are finding a common ground of disenchantment in high electric bills, whether they are served by an EMC, a municipal electric system or one of the investor-owned power companies --- CP & L, Duke, or Vepco.

But statistics published recently by the National Rural Electric Cooperative Association underscore one of the principal differences which distinguish the EMCs from the private power companies. (Comparative data was not available on the municipal systems.)

In 1972, the latest year for which figures were available, the state's three major investor-owned power companies had 22.7 customers per mile of line, while Tar Heel EMCs had 6.1 per mile of line.

The private power companies received \$10,440 in revenues per mile of line that year and the EMCs obtained only \$1,194 per mile of line.

Nationally, investor-owned electric firms had 35 customers and \$14,635 in revenues per mile of line while the electric co-ops had 3.9 consumers and \$946 in revenues per mile of line.

RURAL USAGE RISING

Figures compiled by the Rural Electrification Administration show

that power usage in rural areas is continuing to climb.

In 1973, the nation's rural electric systems required 113 million megawatt hours of electric energy to meet the demands of their consumers. This was the largest annual input of electric energy in the 39-year history of the REA program.

The cost of energy purchased in 1973 averaged .84 cents per megawatt --- the highest since 1950.

A BLEAK OUTLOOK

The National Academy of Sciences has published a report which grimly reinforces everything we've heard before about the nation's energy crunch.

It estimates total U.S. petroleum resources, discovered and undiscovered, at roughly 150 billion barrels. Some government estimates have been more than twice that figure.

The report predicts that most of the world's oil supplies will be used up within 50 years and that the "enormous" reserves in the Middle East will be gone in 30 years at present and prospective rates of use.

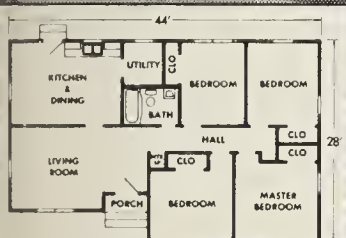
The report concludes that it is "essentially impossible" for U.S. oil production to rise enough in the next decade to make the nation independent of foreign supplies.

- Owen Bishop

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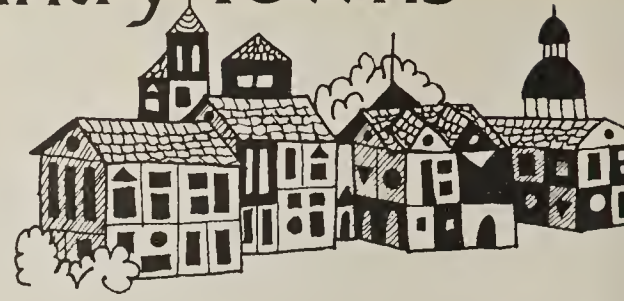
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Carolina Country Towns

FARMVILLE



A modern day Rip Van Winkle might expect a town named Farmville to be populated with folks sporting bib and tuckers and flour sack dresses. But just as the life style of rural and small town people has changed over the years, so has the function of the town of Farmville.

Lying in the heart of tobacco country, Farmville, at one time was supported almost solely on the basis of that one crop. When farming became more mechanized and released workers to other fields, Farmville stayed in step with the changes, attracting other industries to the area.

In 1956 a group of citizens pooled their money and formed the Farmville Economic Council to attract industry to the area. Seven new industries have come to the town through the efforts of the council. Textiles, apparel, and metal working are among them.

Although Pitt County grows more flu-cured tobacco than any other county in the United States, Economic Council Executive Director Tom Thompson estimates that only five per cent of the population are engaged in farming. The remainder work in education, government, industry and commerce.

Two residents of Farmville who fit the second category are U.S. Congressman Walter Jones and State Representative S. Bundy. Bundy, a public school principal for a number of years, has a Farmville elementary school named for him.

Captains of industry and military leaders have also been born and reared in Farmville.

It was known as New Town before being incorporated in 1872. An 1880 census shows a population of 111. Today,

(continued on page 8)

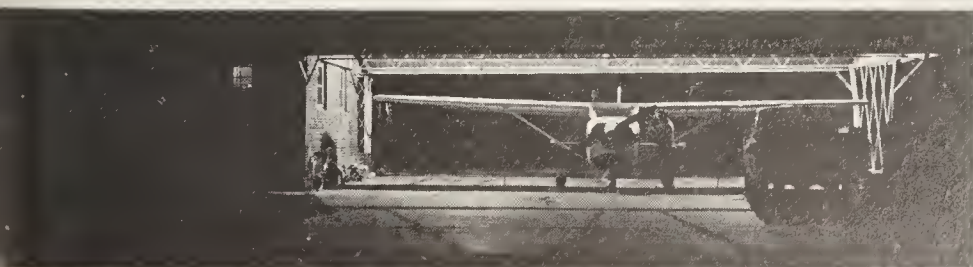
Farmville is a typical small town in many ways. In the words of one resident, it is "small yet not backward, apart but not isolated, and leisurely but not lazy." In the picture above, Lester Turnage, Charles Baughan, and Leroy Rollins meet at Bonnie's for their morning coffee.

photos and text
by Spencer Carter



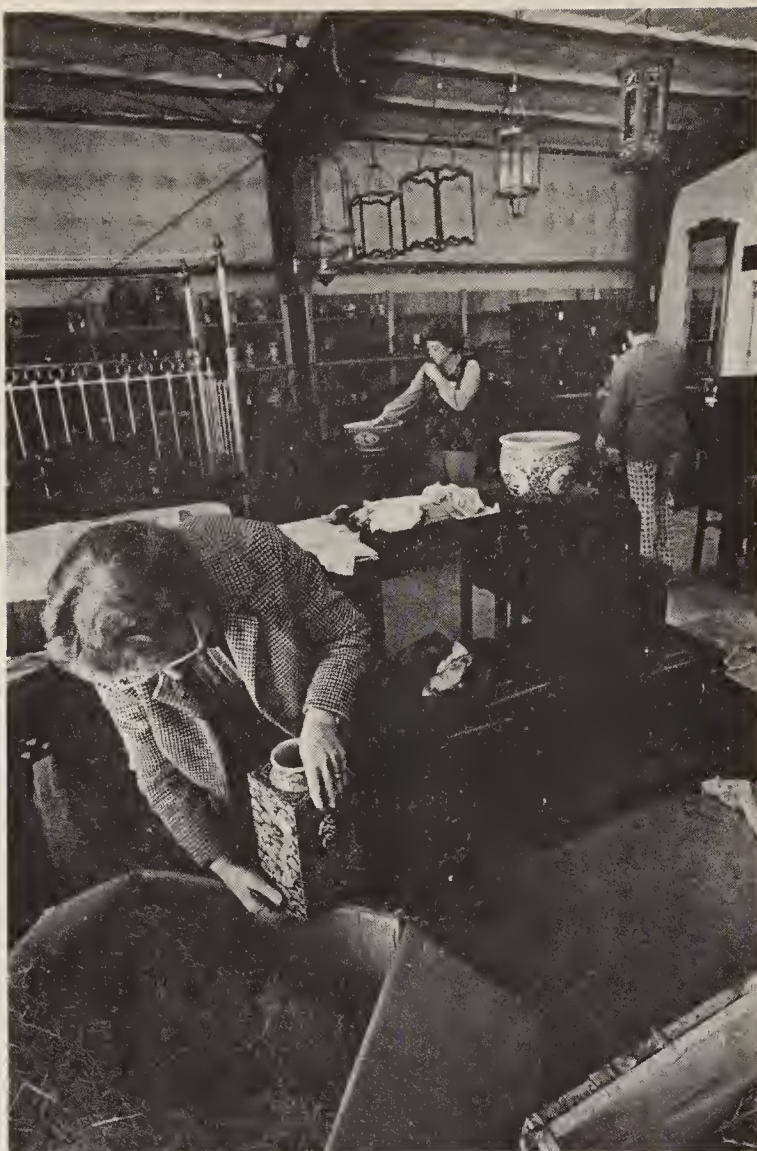


Free of many of the problems of big cities, Farmville is a good place in which to grow up. One of the leaders of the community is Miss Tabitha M. DeVisconti. A member of almost every patriotic and cultural organization in town, she has lived alone since 1931 in a house built by her grandfather before the Civil War.



Jim Craft, a Farmville crop duster, turns a lot of heads with one of his airplanes parked in a "carport" at his home. The most modern structure in town is the Farmville United Methodist Church built in 1972.





Probably the most unusual industry in Farmville is Mandarin Antiques. Mr. and Mrs. A.M. Beaucom, both Farmville natives, sell oriental antiques on the retail and wholesale level. The Beaucoms have homes in Farmville and Hong Kong from which they buy antiques. The company is said to be the largest antique distributor on the east coast.

The A.C. Monk Tobacco Company, a buyer and processor of tobacco, is the largest industrial employer in Pitt County.

A.C. Monk came to Farmville in 1907, and today employs about 1,700 workers at the height of harvesting season.



(continued from page 6)

estimated 4,550 people live in the second largest town in the county. Greenville, 12 miles away, is the largest.

Part of the attraction for Farmville is that it is so near home of East Carolina University. Goldsboro, Kinston, and Wilson are also within easy driving range. More than 214 people live within a 25 mile radius of Farmville and cultural, educational, and entertainment opportunities abound.

G.L. Whitley, manager of Pitt & Greene EMC, has lived in Farmville 24 years. A native of Wilson County, Whitley was hired to manage the EMC headquartered in Farmville after serving the Albemarle EMC in Hertford.

"Farmville, at the time I came here, was agricultural oriented," Whitley says. "Since then we've got industry which makes for a more balanced economy. The standard of living has gone up for the people in town and on the farms too.

"It's about the size town I like," Whitley says. "I heard a fellow say once that when a town got to be big enough to have a Cadillac agency, it was too big for him. Well, we don't have one yet."

Pitt & Greene EMC manager G.L. Whitley, "It's about the size town I like."

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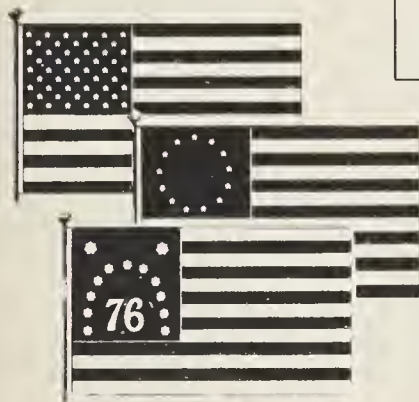
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Consumers are generally satisfied with the food they buy and the stores where they buy it.

They said so in a recent nationwide survey. But when it came to the nitty gritty, the pollsters detected a strong undercurrent of frustration and displeasure with our food system.

The survey, taken in the spring of 1974, asked consumers how satisfied they were with: foods they buy, stores where they usually shop, product or shopping information, seven food product groups, and 31 individual food items.

Two of every three of the survey's 1,831 respondents said they are always or almost always satisfied with food products they buy for their households. Some 30 percent expressed reservations, but only 4 percent claimed they are rarely or never satisfied.

An even larger share—70 percent—reported they are just about always satisfied with food

stores in general. This high level of consumer approval broke fairly evenly across regions and demographic groups.

But satisfaction with product and shopping information proved a different matter. Consumers were most unhappy with the "reliability and truthfulness" of advertising by food product manufacturers. More than a third said this kind of information seldom or never pleases them. They had fewer gripes about nutritional labeling and ingredient labeling. Still, only about half found such information to their liking.

In sharp contrast, a majority of shoppers endorsed the reliability and truthfulness of ads sponsored by individual food stores.

To determine average levels of consumer dissatisfaction, survey members developed a five-point scale: 1—always satisfied, 2—almost always satisfied, 3—sometimes satisfied, 4—rarely

satisfied, and 5—never satisfied. The higher the score, the greater the dissatisfaction.

For example, consumers strongly doubted the reliability of food manufacturers' advertising, with over one-third saying they are rarely or never satisfied (average dissatisfaction score, over 3), but expressed general satisfaction with ads sponsored by food stores (score, over 2).

More than half of all survey participants claimed they are highly pleased with all seven major food product groups: meat and poultry, dairy products and eggs, bakery and cereal products, fresh fruits, fresh vegetables, processed fruits and vegetables, and prepared or convenience foods.

Even so, consumers were least happy with convenience products and most satisfied with dairy products and eggs. Bakery products and processed fruits and vegetables also rated favorably.

Past grievances. Despite contentment with food products and marketing services in general, 70 percent of the shoppers said they'd been disappointed with certain foods or food stores during the past year.

But of those who found fault with a specific food item, only 7 percent actually complained to the manufacturer. This surprised pollsters, since an earlier survey revealed that consumers consider writing to manufacturers and talking with store managers the two most effective ways of settling differences.

Too, evidence suggests that most manufacturers are highly responsive to consumer grievances, and in most cases will grant refunds or replacements without requiring proof that a product is faulty.

Even fewer dissatisfied consumers—3 percent—complained to public officials or consumer protection agencies. They were more likely to protest to food store management (50 percent) or participate in boycotts against manufacturers or food stores (12 percent).

Common outlet. But an overwhelming majority of dissatisfied customers simply complained to friends and relatives. The implication . . . letters on file with food manufacturers and public officials don't begin to measure the extent of consumer unrest, according to the survey report.

Just over 40 percent of all survey participants had actively complained to manufacturers, store officials, and public agencies, or joined boycotts. The survey team arbitrarily termed this group "activists" and tried to determine how representative they are.

Several demographic crossbreaks of consumer "activists" yielded this profile: He or she is likely to

- live in the Northeast
- be under 55 years old
- come from a household of more than two people
- have college background
- earn more than \$15,000
- live in the suburbs.

Other demographic checks showed that satisfaction with food products is significantly related to age, household size, race, community type, consumer activism, and to a lesser extent, occupation.

Age a factor. The younger the shopper, the greater the discontent. And contrary to the popular notion that senior citizens complain the most, shoppers 55 and over proved the least vocal of any age group.

Consumers from large households tended to be more critical than those from smaller households. And non-whites were considerably less pleased with food purchased for their homes than were whites.

Dissatisfaction with foods varied with place of residence—rural people didn't complain as much as city dwellers. Also, levels of frustration were higher for activists than non-activists.

Various population groups also differed sharply in their assessments of convenience foods, fresh fruits,

and fresh vegetables—the product groups with relatively high dissatisfaction ratings.

Price, of course, proved the chief gripe against all food groups and individual food items. People were most unhappy with the price of beef, pork, tomatoes, potatoes, and milk. At the time of the survey, these prices were near or at record levels and rising rapidly. In contrast, the tab for processed fruits and vegetables drew little criticism.

Except for price, specific sources of dissatisfaction varied from product to product.

Convenient, but. Of all convenience foods, skillet main dishes—packaged products added to meat to make stews, hashes, etc.—got the worst scores.

Frozen TV dinners also came under fire for price, taste, healthfulness, size of portions, and truthfulness of picture and label on the package. Toaster pastries and tarts were singled out for high price and lack of nourishment.

Tomatoes got the highest dissatisfaction rating of the 31 individual products in the survey. Consumers had bad things to say about price, ripeness, taste, and appearance.

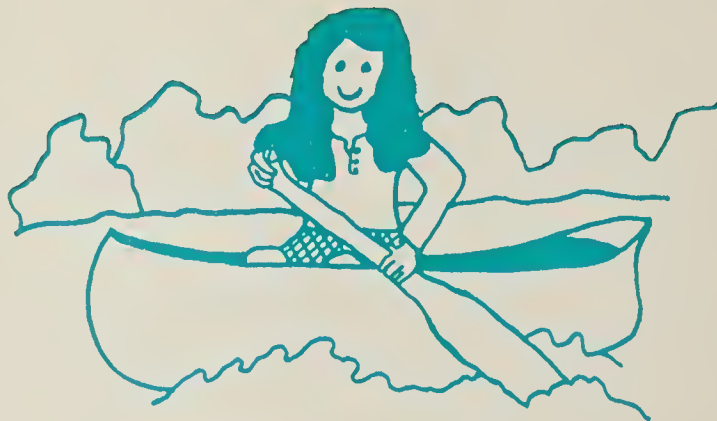
Other survey findings:

Except for chicken, meat products got hefty dissatisfaction ratings for price and fat content. In contrast, satisfaction with six processed fruits and vegetables—including canned tomatoes, frozen vegetables, and orange juice—ran uniformly favorable.

More than 80 percent of the respondents bought ready-to-eat cereals. Though price was a source of contention, dissatisfaction proved remarkably low considering recent publicity critical of nutritional values of most cereals.

Along with eggs, all five dairy products tested earned low dissatisfaction scores—none topped 1.95. Nevertheless, consumers were more upset with the price of dairy products—particularly milk—and eggs than most other foods.

VARIETY SUMMER CAMPLAND



By Cindy Secrest

"Variety Summer Campland" might never make it as a state slogan, but it is just as accurate in its description of North Carolina as the popular "Variety Vacationland" phrase which inspired it.

Its accuracy is proven by the fact that North Carolina currently claims more than 175 such camps of various types, including private camps and those operated by civic, church, educational and philanthropic organizations.

Whether agency-sponsored or privately organized, the finest of these camps make maximum use of the outdoors. And, since much of a camp's activity is dictated by its location, Tar Heel summer camps offer as much variety of program as does the state's mountains-to-seashore topography. Thus, it is to be expected that camps in the mountains might emphasize backpacking and whitewater canoeing, while coastal camps tend to stress water sports.

The majority of camps, however, offer broad programs in such basic activities as swimming, horseback riding, handicrafts, archery, riflery, tennis, golf, canoeing, music, drama, and campcraft. Another successful trend in camping has been specialization in one particular activity. The state's camps offer concentrated programs in such fields as music, tennis, photography, or horseback riding.

Philosophy

Most camps establish their general aims and objectives around ideas expressed in a brochure from Camp Pinnacle at Hendersonville: "Organized resident camping is an experience in group living in a natural environment. It is a sustained experience under the supervision of trained leadership. Camping provides a creative

educational experience in cooperative group living in the out-of-doors. It utilizes the resources of the natural surroundings to contribute significantly to mental, physical, social, and spiritual growth."

Although each camp has its own philosophy, most are simply variations on this basic theme.

Since nature plays an important role in camp life, many camps such as Keystone in Brevard, strive to maintain a rustic simplicity and charm while continuing to improve and modernize their facilities. Operators of these camps believe that in a constantly changing world, it becomes increasingly important that young people appreciate the stability and grandeur of nature's beauty.

Emphasis

Although most camps have a spiritual side to their overall programs, some camps put greater emphasis on this than others, seeking to instill in their campers a spiritual awareness of God and other intangible values that make life meaningful and worthwhile. Blue Star Camps of Hendersonville offer an individual type of camping based on the needs and interests of the campers, building self-confidence and self-respect, an understanding and appreciation of American and Jewish values, while training for leadership and friendly cooperative living within a group. This unique camp also has special international and minority camping programs for young people from all walks of life.

Others, like Mondamin-Green Cove (Mondamin & Green Cove are sister camps) at Tuxedo, offer a rigorous outdoor curriculum while at the same

time challenging the camper to discover his individuality in the midst of community lifestyle. Operators of these camps feel that being a citizen in a camp community can be a very real and valuable adventure for a child of any age. Outgrowing special privileges and learning community give-and-take is an adventure in growth. And learning to direct oneself without regimentation and under the eyes of trained counselors can be a valuable experience for many youngsters. The methods and philosophies of these camps are designed especially for the camper who brings with him a cooperative attitude, genuine enthusiasm, and a willingness to face the difficulties which are part of learning to be self-directed.

North Carolina claims many camps for boys, many camps for girls, and many camps for both boys and girls. Some camps, such as Kahdalea at Brevard, will actually feature two separate camps — one for boys, another for girls. Dual camps of this sort, though similar in location, aims, and education philosophy, maintain separate staff and facilities.

Other co-ed camps, like Chimney Rock at Chimney Rock, seek to help campers grow into happy, well-adjusted men and women by organizing integrated activities involving both boys and girls. Many of these co-ed camps are sponsored by youth service organizations.

Cost

Camps also vary in cost. Private camps are somewhat costlier than those sponsored by an agency or church because of special features they are able

to offer. However, it is important to remember that price is not necessarily an index of the value of a camping experience. An inexpensive camp season can be made tremendously exciting by a creative and enthusiastic staff.

Counselors & Staff

Since a camp can be only as good as its leaders, most camps are extremely careful in selecting counselors. The staffs are usually made up of both professional people and college students. These individuals are chosen for their mature judgment in all matters concerning youngsters, as well as for their particular skills and qualifications which make them competent instructors in some aspects of the camp program. Camp leaders hold a position of unique influence and, as a result, the importance of exemplary personal habits is magnified.

Because one of the strongest assets of any camp is the degree and quality of individual attention each child receives, camp directors agree that the most important contribution a counselor makes to the camp program is his work with the campers in the cabin group. Also, the camp program must be structured in such a way that the counselors have time to explore ideas with the growing, curious campers. As one camp brochure points out, "A real diversity can indeed be a log with a boy at one end, and a man on the other."

Agency and Church-Sponsored Camps

Many agency or church-sponsored camps are similar in philosophy and program to the private camps. Others differ according to their specific clientele. Groups such as the YMCA, Girl Scouts, Boy Scouts, 4-H, and FFA all have their own camping programs. Information about these camps can be

obtained directly from the local organizations across the state.

The City Parks and Recreation Department in some cities often sponsor day camps such as Ranoeca in Raleigh. These well-guided and regulated programs are planned for the enrichment and enjoyment of each participant. Such camps are able to offer, at very little cost, such recreational activities as swimming, arts and crafts, campercrafts, group singing, and creative drama. Often, State Parks will also organize camps for summer visitors.

Church camping is believed by many to be a vital element in the Christian education program. Group dynamics, spiritual growth, Christian experience, and inter-person relations combine with the natural setting of a camp for an appreciation of our God-given environment. Obviously, many North Carolina churches believe in the inspiration of nature to revitalize faith in God and the brotherhood of man. Virtually every major denomination has ample campsites and conference centers located across this state. Many offer summer camp programs as well as special facilities for summer conferences for all ages and for family groups.

Camps Meeting Special Needs

Other camps have been established to meet the special physical or emotional needs of North Carolinians.

Eagle's Nest at Pisgah Forest offers a two-week camping period for diabetic children in the Carolinas. Here, where the ideals are based on the qualities of the friendship relation between persons with similar handicaps, campers live in age groups with nursing and medical students and counselors who are responsible for their care. A spirit of relaxed purposefulness — in sensitivity, perceptiveness, and accomplishment — is cultivated.

The Learning Institute of North Carolina operates Carolina Boys Camp at Candor endeavoring to affect change on the part of emotionally troubled youths. This year-round camp offers a residential camping program for youngsters with behavior and adjustment problems. Using a primitive outdoor setting, the camp is operated to help these young people make changes in their behavior and attitudes in order that they might return to their homes, schools and communities.



Choosing Your Camp

With such a variety of camps to choose from, one must put forth an extra effort in making the decision on a summer camp. Frank D. Bell, Jr., director of Camp Mondamin at Tuxedo, stresses the importance of choosing the right camp: "Too many parents send their kids to the camp the nextdoor neighbor's child is going to, or to a camp that is popular in their area. I think camp is, and should be, an experience not only of fun and adventure, but also of growth and education.

"The stimulating atmosphere of a good summer camp can provide a wonderful environment for the maturing process. We learn habit, attitudes, and values from those who have time to live with us. Selection of a camp is therefore very important, and parents should put at least as much effort into that selection as they do in the selection of a school or even a college.

"That means reading brochures carefully, meeting the director, seeing camp films, and possibly a visit to the camp (though such visits out of season are rarely particularly beneficial, since the physical facilities are less important than the philosophy and the program there).

"There is no 'best' or 'perfect' camp — there are different camps for different needs and interests."

Now is the time to make plans for participation in a summer camp. And once the choice has been made, you've only just begun!

Happy Camping!

(Editor's Note: The article on pages 14 and 15 offers some helpful advice for parents on preparing their children for a camping experience.)



Carolina Homemaker

OFF TO CAMP!

By Brenda Sargent

The acceptance letter arrived in the mail today. Susie will be spending her first summer away from home at camp. She is, in the jargon of camp enthusiasts, a "first-timer," and that makes you most likely a novice too at preparing her for camp.

Now is the time to start preparing yourself and her for the experience, taking into consideration all the anticipation and excitement that will build as the time approaches for her to leave. You can be sure that she'll hear many tales of camp experiences from other children. You will get all sorts of advice and concern too from friends and family — so where do you begin?

Barbara J. Rankin, owner and director of North Carolina's Camp Chimney Rock, believes the first step in preparing a first-timer for camp must take place with the parents.

"We think that more parents should know that those few weeks away from home can be the best investment they will ever make for the child's future." She goes on to advise parents "to be sure that you are ready for the camper to leave home for camp and then trust her to be on her own."

You might pave the way for a better understanding with the camp by writing a letter to the director stating what you hope camp will do for your camper. For example, you want him to learn to swim or to play and work more cooperatively with other children. Now is also time to mention any disabilities or special problems your child might have that the camp personnel will have to deal with. By putting this all in writing before the camp begins, you can lay the foundation for a more satisfying experience right from the beginning.

Next let your child know what you will expect of him in the way of spirit, cooperation and behavior.

Help him gain a realistic idea of what to expect. Get brochures from the camp or make a trip if time allows for him to see the camp. Remember though many camps are so far out that just seeing the place may not tell all, for you know a camp one must visit in action.

Often younger children are bewildered by the size and strangeness of a camp on arriving and this can lead to homesickness. What he has pictured as a small little clearing in the woods may in reality seem a maze of paths, buildings and grounds that he will have to learn to get around in. Of course, counselors are available during the opening hours to help with adjustment of new campers, but why was the first minute to bewilderment?

Talk about the possible strangeness that your camper might first encounter, such as hearing a hoot owl for the first time or having to walk an eighth of a mile to the bathhouse to brush his teeth. Give him a sample of a typical day's activities and some of the general camp rules if possible. The main thing to remember is to associate good times with camp and have a positive attitude about it yourself.

Immediately before the camper's departure, you

have to spend time preparing the things your camper will take with him.

Most camps will send you a list of the necessary articles. Never scrimp or pare away at that list unless a particular item is called optional. Camp personnel have learned from long experience what is necessary in the way of clothing and accessories to make the camper comfortable and to take part in all activities. Be sure to start well ahead of time if you must order uniforms or gear.

Optional items such as tennis racquets, cameras, musical instruments, a knife, diary, fancy costume, etc., add greatly



to the camping experience and should be included if the camper desires. A few favorite items help ease the first-time camper through the adjustment period and aid in helping him make new friends.

As for expensive paraphernalia, camp is no place for it. All jewelry and such should be left at home — it probably wouldn't make it through the camp schedule!

Label All Items

Mark every item you send with your camper, using either name tags or indelible ink (each and every sock included.) This is especially important because many camp laundries will not launder unmarked clothing, sheets or towels.

Next, tape a list of everything taken to camp in the top of your camper's truck or luggage.

A dirty-clothes bag and a small box for toilet items will help your camper keep his things together.

Now is also the time to get all the necessary shots and a medical examination. Most camps require this before the child arrives and will send you medical forms to submit.

Also be sure at this point that travel arrangements for your child are clearly understood by camp officials and that he will be met when he arrives if you cannot take him yourself.

The week comes and Susie is off to camp. Now comes the next immediate hurdle you and she both have to pass — her actual adjustment to her surroundings and, perhaps, homesickness.

When youngsters are away from home, especially for the first time, it is reasonable to assume some may go through a period of homesickness, either mild or severe. Understanding parents realize that this is something which a youngster may need to experience and see through to the finish if he is to attain that degree of independence which is necessary to make him a self-reliant, mature individual.

Camp officials agree that homesickness is not really as much of a problem as parents often fear. So be assured that it will pass quickly. The camp's staff is trained to detect early symptoms of homesickness and to attack them intelligently. Your sympathetic understanding and cooperation is most important in helping at this time.

While your camper is away — whether it be for two weeks or the whole summer — there are things you can do to continue to help him gain the most from the whole experience.

Mail Plays Important Role

Letter writing is one such important key. Letters from home — or the lack of them — make a big difference to children away on their own. Adjustments to camp and the many small achievements and failures inherent in any learning experience inevitably involve some good and bad moments for young campers. Mail plays a great role in helping or hindering a child's ability to cope.

Most camp personnel will tell you that the only thing worse than not getting letters is getting letters that express fears, concerns and conflicts about which the child can do nothing. If there is bad news to communicate, get in touch

with the camp director first and arrange for your camper to be told in such a manner and at such a time that the explanation and reassurance can be given immediately.

It is also important to recognize the camper's achievements which he will be proudly telling you about in his letters.

Write short, frequent notes rather than occasional lengthy letters. If possible, mail a letter or postcard before the camper leaves home so that it will be there to welcome him when he has to face that first mail call away from his family. Write cheerfully, concentrating on small, everyday incidents involving family and friends. Enthusiastic descriptions of the fun he's missing will only make him wonder why he left home in the first place.

Clippings of favorite cartoon strips, a book he'll like or a puzzle to share with camp friends are some of the things parents can send that will reassure the child the security and love of home and family have not disappeared entirely from his life.

Encourage Letter-writing

Make sure your camper understands that you expect letters from him. Help him to see that sharing the camp experience with you in writing can add to his enjoyment of the camp, as well as keeping you informed about what's going on.

You might help younger children with this by packing stamped, self-addressed postcards or envelopes with their luggage. Or encourage them to keep a journal or diary of all that happens during the summer to be read to family and friends later.

In addition, the wrong kinds of visits are just as taboo as the wrong kinds of letters.

If you take your child to camp, let him get established in his cabin and camp group on his own and in his own way. Don't be tempted to help, because you won't be there for the rest of his stay to help.

When you visit, stay the appointed time and then leave promptly. Don't prolong the emotional tension which parting can create for both you and your child. Long, tearful goodbyes have no place at a camp.

Also, don't be tempted to visit in your child's cabin too long. This is their home-away-from-home and your being there may upset or interrupt other campers' activities. And you may be a strong reminder for some campers that they are not able to enjoy a visit from their parents.

If you want to talk with your camper's counselor, be careful to do so privately.

The safest rule to follow is that of general camp policy. Most camps will have guidelines for parents regarding visitation, phone calls and writing. Special situations are best checked out with the camp director.

When the summer is over and your camper arrives home, Barbara Rankin advises, "recognize what has been achieved at camp, and consolidate what improvements in attitudes and behavior you have seen in your child since going to camp."

CO-OP

YOUTH CAMP

Summer 1975 marks the first year that rural North Carolina youth will have a chance to participate in their own statewide Co-Op Youth Camp. Sponsored by the Cooperative Council of North Carolina, this camp will consist of a five-day program of seminars, addresses, instruction and recreation, with special emphasis on how cooperatives operate.

Co-Op Youth Camp, to be held July 28-August 1, is designed to provide an enjoyable learning experience for youth on the cooperative way of doing business in a free enterprise society; to help develop leadership qualities in future cooperative and community leaders and to build a better understanding and appreciation for the local cooperative.

Cooperatives which are affiliated with the N.C. Cooperative Council will sponsor students to attend the camp. Using various methods of selection, they will choose high school students in their areas for the expense-paid week at camp.

The session will be held at R.J. Peeler FFA Camp at White Lake, N.C. This camp features accommodations for more than 300 people on a five-acre waterfront tract.

A tentative program schedule calls for campers to organize their own cooperative, elect a board of directors, hire a manager and staff, and adopt bylaws to govern the organization. Several speakers are scheduled, including representatives from various marketing, purchasing, and service cooperatives, as well as some elected state officials.

Campers will participate in outdoor recreation, such as swimming, basketball, and volleyball, as well as other recreational activities including a dance, watermelon cut, and talent show.

Counselors for the camp will be mature adults recommended and sponsored by the local cooperatives. They will be experienced in working with youth groups and qualified to supervise camp activities.

For information regarding camp scholarship awards, contact the cooperative enterprises serving your area.

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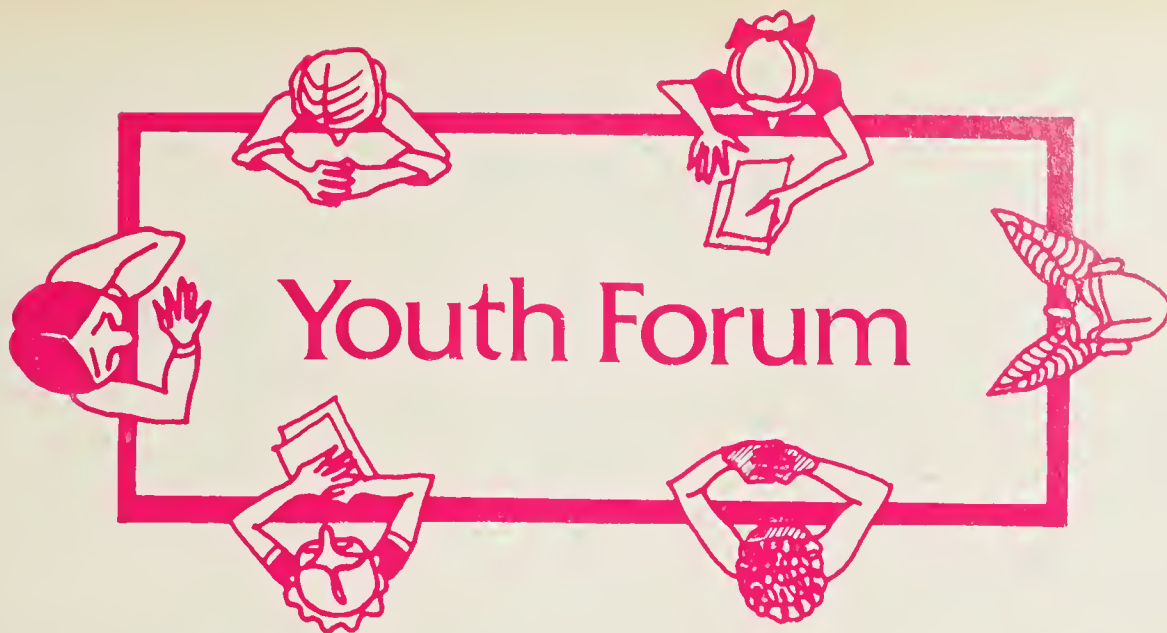
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“In what ways can you get to know your family better?”

“Turn off the T.V. and push it in the darkest, farthest corner of the house! After that, it’s easy to begin to know your family better. Play group games, talk about your day and listen about theirs, and share yourself. You’ll think more of your family as individuals instead of a group. The hours you spend watching imaginary characters on television could be used in growing closer to your family. So turn off your “Boob Tube” and turn on to love and togetherness!”

Robyn Pearson
Lenoir

Robyn is 17 and a junior at Gamewell-Collettsville High School. She enjoys music, photography, poetry, and life. Mr. and Mrs. David Pearson and their family are served by Blue Ridge EMC.

The three ways to do this are to Stop, Look, and Listen. Stop and observe your family’s ways. Look and find out more about them. And always be willing to Listen to them. Being a happy family is a very precious thing you wouldn’t want to lose.”

Susan Avery
Morganton

Susan is a 15-year-old sophomore at Freedom High School. Her hobbies are fishing, volleyball, and dancing. Susan and her parents, Mr. and Mrs. William Avery, are served by Rutherford EMC.

“You can get to know your family better by loving them and letting them know you care about them. That way they will share with you the things they do and ideas they have, and you will grow to know them better. It worked for me and I know my family better than before. I think if everyone showed a little love, it would work for them too.”

Phoebe Hedrick
Reidsville

Phoebe is 14 and attends Bethany Junior High. She enjoys basketball, horseback riding and motorcycling. Her parents, Mr. and Mrs. James Moore, are served by Davidson EMC.

“First, a person must really feel the need to know his family better. At the table during meals, he can begin conversation about things of interest to different family members. This way, he can gain greater insight into why they feel and think as they do. Other good ways are to have more personal talks, do more favors for them, and plan more family activities centered around their various interests. Finally, place into your mind that no person, including your family members, is backwards or ridiculous because his views are different from yours; he is simply unique, as every other human being.”

Doreen Bowen
Riegglewood

Doreen is 18 years old and as a senior at East Bladen High School. She enjoys reading, crossword puzzles, music, and bowling. Her parents, Mr. and Mrs. H.T. Bowen, are served by Four County EMC.

NEXT QUESTION: “How can we as individuals help keep violence out of our schools?”

This question was submitted by Jeffrey Dollyhite of Mount Airy. Jeffrey is 13 and attends Flat Rock School. His hobbies are reading, gardening, and hiking. He and his parents, Mr. and Mrs. Ebra Dollyhite, are served by Surry-Yadkin EMC.

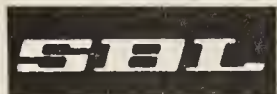
If you have a good answer, send it to **YOUTH FORUM**, Carolina Country, 3333 North Boulevard, Raleigh, N.C. 27604 immediately. Tell us a few facts about yourself — your age, school, hobbies, etc. Include your parents’ name and the name of the electric membership corporation serving you. If your answer is published, we will send you \$5. If you want to submit a question, send it along and for each one used, the sender will receive a \$5 check.

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When I took charge of the 50 year old J. W. Gibson Company, I reviewed its 275 pharmaceutical and household products and decided, in the name of economy, to eliminate nearly 1/2 of them. Some of them dated back to the beginning of the company itself. Among these "old timers" was a product called Icy-Hot and I was soon to learn that sometimes the "old" ways are the best!

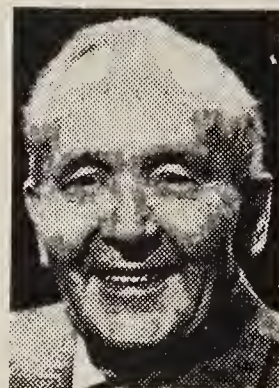
Even though this product had never been advertised, the letters literally poured in by the hundreds when customers found they couldn't buy Icy-Hot anymore. I was really impressed. I had just finished reading some of the letters and was looking at a jar of Icy-Hot when a friend stopped in. "What's that?", he asked.

"Icy-Hot", I answered.

"What's it do?"

"Gives temporary relief from the pain of arthritis, rheumatism and muscular soreness," I said, reading the label aloud. My friend frowned. "I've heard that before".

He sounded skeptical so I handed him the jar. "Here, try it and tell me what you think".



The next morning I no more than entered my office, when the phone rang. "I don't know what's in that stuff", my friend said, "but it's the only thing I've ever used that helped. and believe me, I've tried them all".

On the basis of the letters, and my friend's enthusiasm, I ran a small ad. Today the letters of

praise pour in and that phrase, "... the only thing I ever used that helped" is in practically every one of them. Icy-Hot has become our run-away best seller. In fact, our re-orders are so high, I make this unusual guarantee:

Please, try Icy-Hot. If it doesn't give you RIGHT NOW relief, keep the jar and drop me a note. I'll refund your money immediately! You can't buy Icy-Hot in drug stores, so just send \$3.00 for a big 3 1/2-oz. jar of Icy-Hot, the medicated cream that puts pain to sleep.

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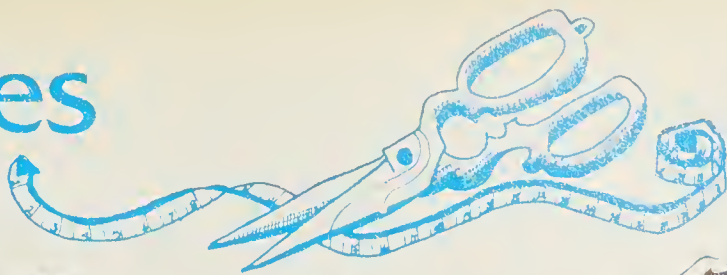
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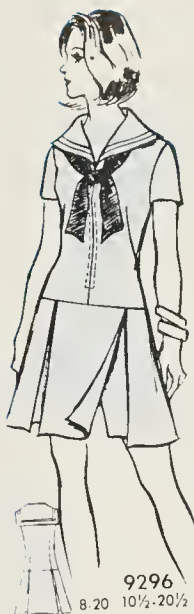
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Country Kitchen



ONE-TWO-THREE-FOUR CAKE

"This cake can probably be found in any kitchen in North Carolina," its author, Mrs. George S. Ake, readily admits, "but I would like to put a new twist on this recipe. Making this recipe about once a month, I use part of the batter for a one layer cake, which is big enough for my three-member family for two days. Then I make midget cup-cakes with the rest of the batter and freeze them until needed."

Mrs. Ake has come up with this idea because it makes an expensive "from scratch" dessert go a little further. And when there is a fresh homemade layer cake around the house, we all usually find it hard to keep eating until it's all gone. That's bad for our waistlines and our pocketbooks!

If you have a favorite recipe that you would like to share through this column, send it to: Brenda Sargent, Kitchen Corner 3333 N. Boulevard, Raleigh, N.C. 27604. Tell us something about the recipe and any helpful tips that you have discovered in preparing it, your family and the name of the EMC that serves you. We pay \$2 for the recipe chosen monthly for this column.

One-TwoThree-Four Cake

Submitted by Mrs. George S. Ake, Rt. 1, Box 142 BB, Murfreesboro

1 cup butter (or margarine)
2 cups sugar
3 cups all-purpose flour
4 egg yolks, beaten
1 tsp. salt.

3 tsp. baking powder
1 cup milk
1 tsp. vanilla extract
(or butternut vanilla flavoring)
4 egg whites, beaten

Beat the butter and sugar till very light and creamy. Add the well-beaten yolks. Sift flour twice with salt and baking powder. Add to creamed mixture alternately with milk, a little at a time. Add vanilla. Fold in beaten egg whites. Put batter in three greased 9-inch layer cake pans. Bake at 350 degrees for 30 minutes. Cover with favorite icing. If you make small cupcakes, cook for about 15 minutes or until they spring back at a finger's touch.

Watauga County Farmers Market

By Frank Jeter, Jr.

The printed woodcut sign says: "Come to the Farmers Market."

Hundreds of people in mountainous Watauga County, North Carolina, do just that — and the results are delightful.

If you should drop in some Tuesday, Thursday or Saturday, you would see a scene that combines the best features of a community market, a place for people to meet and socialize, and the charm of small-town living. You would also be able to purchase some fresh-this-morning home-grown vegetables at a price that would surprise you in this inflationary age.

You'd do a lot better to come on a sunny day, or at least one when no rain falls. This unpretentious new market, which only opened in July, 1974, has yet to provide any sheds or other sheltering structures. Some of those who come to sell may drape a canvas tarpaulin against the weather, but the first building is still months away.

The merchandise is varied and interesting, and of home-grown quality. Wild and domestic flowers, some still growing in pots and others freshly cut, are a feature. Seasonable vegetables for which the mountain country of North Carolina is famous are a main attraction. And a variety of handicrafts completes the picture.

Here will be Indian corn for decoration, there sweet corn for instant and tasty eating. Squash, green beans, beets, collards, green and red peppers, pumpkin, broccoli and red, ripe tomatoes are commonplace. If you like potatoes, you have a choice of home-grown Irish or sweet potatoes. You can buy apples from local orchards, or sweet apple cider if you prefer. Rutabagas and turnips, along with other "root crops," are on hand.

Customers, both local people and tourists from other states, flock to buy. On their first trip they are surprised at the low prices.

"Most of it costs less than you pay in grocery stores, and there's no comparison on quality," one shopper said recently.

The farmers market is operated on a non-profit basis. Sellers pay \$2 to join the association, and pay a flat fee of 50 cents a day to sell, whether they have a large or small quantity.

In addition to edibles, all manner of local handicrafts are sold. Knitted items, from scarves to sweaters, are favorites. Jewelry, made of wood and of native stone, is on sale together with home-made candies, beautifully decorated pottery, small furniture and lamps.

Hurricane lamps which are illuminated by a single candle are popular. One hobbyist discovered a way to make doll furniture from beer cans; it sold rapidly. Pine needle baskets, color photos of mountain scenes mounted on wooden panels, and other useful and decorative items show up at every sale. If you're hungry, ham biscuits made with real country ham are ready.

One enterprising vendor brought in a pony, and offered pony rides to youngsters for 25 cents.

The furnishings are spartan. Some people use trucks or station wagons for display, but most utilize the simplest "stands" imaginable — cinder blocks and wooden planks arranged as shelving.

But if the equipment is spartan, enthusiasm is high. One "summer person" who came to the North Carolina mountains for a vacation was so impressed she left vowing to start a similar operation in her Florida hometown.

How did the market come to be?

People had been thinking about it for years. After all, Watauga is a county with some 2,400 part-time farmers, most of them operators of small tracts. Fresh produce could offer an attractive opportunity for extra income.

Despite conversation, the idea was only an idea for several years.

But something new came on the scene that made the difference. That was the New River Valley Resource Conservation and Development Project, which came into being in 1971. Most backers of the market agree that "RD&D made the difference."

Under such projects, sponsored by the U.S. Department of Agriculture with the Soil Conservation Service as the "lead agency," local people have an organization to help accomplish worthwhile goals. Under the RC&D concept, community or county leaders



Harmonica adds flavor to Watauga County Farmers Market

see a need, establish a program, and then work to carry it out.

The Watauga County Farmers Market was adopted as an active project of the New River Valley RC&D, and things began to happen. Wide community support was obtained almost instantly. Such people as George Hamilton, in many ways the "guiding spirit" of the market — and who also serves as president and general manager of the non-profit venture — became involved.

Support also came from the three Watauga County commissioners. Chairman Perry Greene, Kenneth Wilcox and Gene Wilson, the elected heads of county government, were so enthusiastic they provided a grant of \$1,500 "seed money" for the market.

More support came from a Community Action Program known as "WAMY" from the initials of four counties: Watauga, Avery, Mitchell and Yancey. This agency, on recommendation of Director H.C. Moretz, agreed to provide a manager's salary.

One of the most active supporters was District Conservationist Bernie R. Edwards, who is in charge of Soil Conservation Service activities in Watauga County. He built enthusiasm, obtained public support, talked to farmers who might use a market, and contributed leadership throughout the formative months. "We could never have done it without Bernie," said Market Manager George Hamilton.

In appreciation, members of the market elected Bernie Edwards a permanent honorary member. His activities on behalf of the market are continuing.

With an organization in being, the project was ready to move ahead.

A half-acre vacant lot, in the Boone Docks Plaza on the outskirts of Boone was rented and the market was in business in the summer of 1974.

Success was almost instantaneous. North Carolina Governor James E. Holshouser, Jr., himself a lawyer from Boone, came to the formal dedication July 6, 1974.

He said, "Although they say the days of pioneering are over, spirit like this shows they are still alive . . . This is a great example of how community spirit can be built for something the people know is important."

The main promotion for the new enterprise was by word of mouth. But



Evelyn Hayes, a student who earns extra money for her education by selling at the Farmers Market, and Market Manager George Hamilton show two youthful customers how to weigh tomatoes.

publicity and advertising helped.

The project was given extensive coverage by the Watauga Democrat and Radio Station WATA provided spot announcements as a public service. The Farm Bureau mentioned the new enterprise on several radio shows. Later money became available for radio and newspaper advertising, and this was used. (A local artist cut an attractive wood block advertisement.)

To help obtain sellers, the Blue Ridge Electric Membership Corporation sent a questionnaire to 9,000 people, which drew a large response.

The Northwestern Bank helped finance advertising.

But the overriding reason for the success of the market in its first months of operation was summed up by one enthusiastic member: "Everybody wanted it."

The market organization has 80 members — or sellers — and on a typical day 20 or 30 of these will bring merchandise to market. Some come

from as far away as Tennessee or South Carolina, but most are from the immediate area.

A typical success story is that of young Evelyn Hayes, 15, a full-time student. She and her mother, living on a farm near Boone, thought the market afforded an opportunity. So they began bringing flowers, sweet corn, iceberg lettuce, green beans and other garden produce — sold everything they brought.

In three months of sales, Evelyn netted \$750 for future needs, possibly including higher education. She is now planning to build a frame-and-plastic greenhouse to provide a greater variety for a longer period of months.

She enjoys selling her vegetables and flowers. But she sees one of the greatest values of the market: "It's where country people can meet city people and get to know them. This is really the enjoyable part."

Poet's Corner

Spring In My Room

The birds there sound so sweet and clear,
There is no mistake Spring is here.
Morning is as light as a small flake of snow.
The sunshine is soft through my small window.
My friend there is nothing I would rather do
Than look through my window
And see the fog, and the dew,
Hear the birds sing in the tall, tall trees,
For the good things of life
People know little of these.

Janet Doran
Lincolnton

Where Wild Flowers Grow in Spring

The sun is shining brightly on this
beautiful day of spring.
The wind is calmly blowing and,
I feel its gentle breeze.
I stroll along a worn path
small feet have made,
And Oh, how I remember
my early childhood days.
Wild flowers of all colors,
are now blooming where snow once laid.
The dogwoods bloom with a magical beauty in
spring, covered with white blossoms amongst
all the trees of green
While the wild flowers burst forth with
blossoms in every place.
The trees spread out their branches,
reaching out for air and rain.
There is so much beauty to behold,
out there where the wild flowers grow.
And I am happy that God created even me,
And all of these beautiful things in spring.

Clara Wyatt
Wilbar

The Dawning of Spring

Awaken awaken oh mother earth
To the dawn of spring,
For months in silence you slept
The time has come for rebirth.
Oh trees bring forth your tiny buds
As they come from the heart of you,
Thru the long cold winter it seemed
There was no life in you.

Awaken earth worm and crawl forth
From your frozen grave,
Come out and crawl in the sun
It's time for a new life to begin.

It's time for the crocus to burst forth
From the earth in colors of the rainbow,
And brighten the dark earth
Where it's been sleeping in peace.

Awaken awaken oh mother earth
Spring is calling everywhere,
New life is beginning,
Surely there's a God somewhere.

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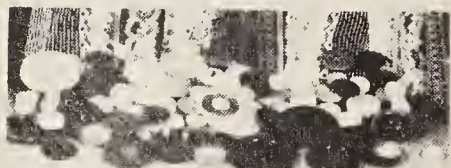
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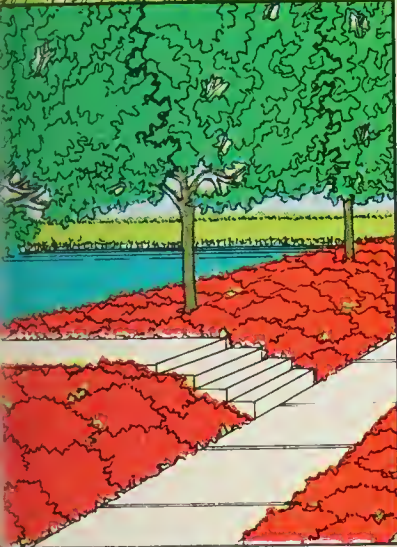
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() Lima Beans (King of the Garden Pole)		() Peppers (California Wonde	
() Beets (Detroit Dark Red)		() Radishes (Cherry Belle)	
() Swiss Chard (Giant Lucullus		() Spinach (New Zealand)	
() Carrots (Scarlet Nantes Coreless)		() Squash (Early Sum. Crook	
() Sweet Corn (Earliking)		() Squash (Fall & Win. Butte	
() Cucumbers (Marketer)		() Tomatoes (Rutgers)	
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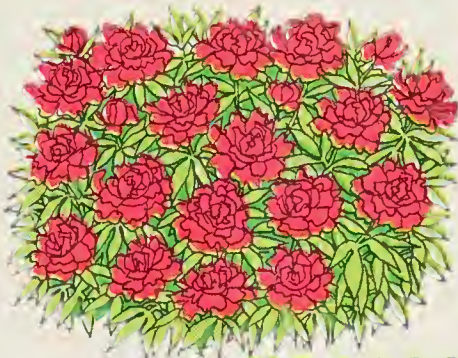
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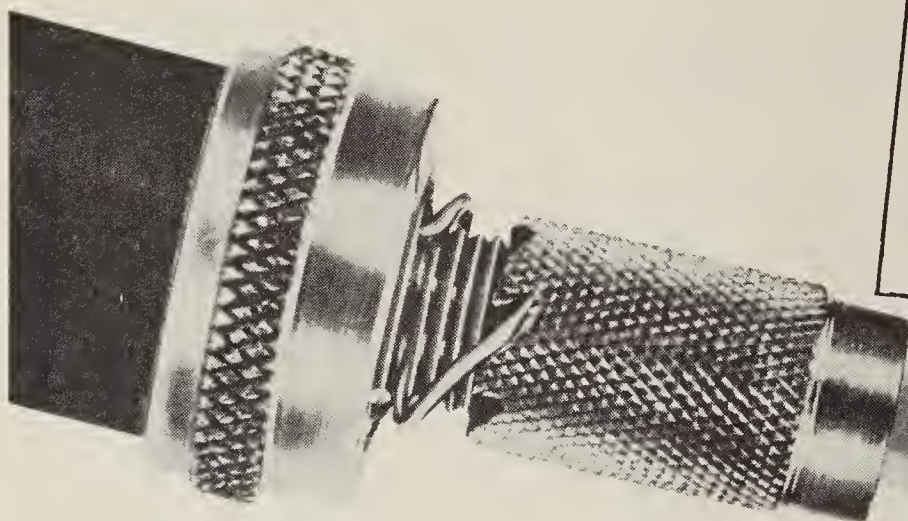
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	327	Spreading Evergreen	
	628	Peony BONUS	
	636	Peonies (\$1.00 ea. 3/\$2.50)	
	642	Periwinkle	
TOTAL			

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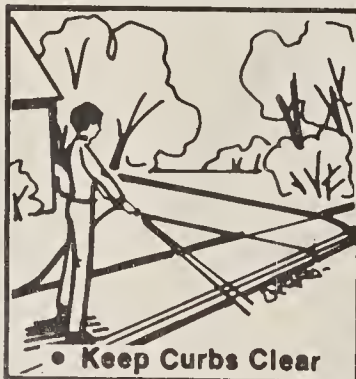
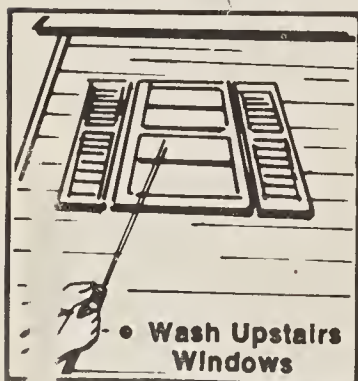
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